

WHAT IS CLAIMED AS NEW AND DESIRED TO BE SECURED BY LETTERS

PATENT OF THE UNITED STATES IS:

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B1 > 1. A computer network implemented method, comprising the steps of:

5 transmitting a signal prompting a user to provide profile data including identification of the user from a main computer over a computer network to a network address for the user's computer;

10 transmitting a manufacturer's sample offer from said main computer over said computer network to said network address for said user's computer if said user's profile data meets user profile criteria associated with a manufacturer's sample offer for a sample of a product; and

15 generating instructions for providing said sample of said product to said user if said main computer receives a signal transmitted over said computer network indicating said user accepts said manufacturer's sample offer.

2. The method of claim 1, further comprising the step of:

20 determining if said user's profile data meets said user profile criteria associated with said manufacturer's sample offer for a sample of said product.

3. The method of claim 1, further comprising the step of:

determining if said main computer receives said signal transmitted over said computer network indicating said user accepts said manufacturer's sample offer.

25 SUB A7 > 4. The method of claim 1, further comprising the step of:

determining if said user purchases said product.

5. The method of claim 1, wherein said transmitting said manufacturer's sample offer comprises the step of:

storing said profile data in a consumer database.

6. The method of claim 1, further comprising the step of:
transmitting a solicitation for feedback regarding said product from said main
computer over said computer network to said network address for said user's computer.

7. The method of claim 1, wherein said step of transmitting a signal comprises:
transmitting a signal prompting said user to provide said user's postal mailing address.

8. The method of claim 1, further comprising the step of:
transmitting a record containing the postal mailing address of said user from said
main computer to a network address for a third party.

9. The method of claim 1, further comprising the step of:
mailing a coupon discounting a full price of said sample to a postal mailing address of
said user.

10. The method of claim 1, further comprising the step of:
mailing said sample to a postal address for said user.

11. The method of claim 1, wherein said step of delivering comprises:
transmitting an electronic discount or coupon to a point of sale terminal for the full
price of said sample in a current transaction, if said main computer had received said signal
indicating said user involved in said transaction had accepted said manufacturer's sample.

12. The method of claim 1, wherein said step of transmitting said manufacturer's
sample offer comprises the step of:

sending email over the computer network to said user.

13. The method of claim 1, further comprising the step of:
storing said profile data and purchase data regarding a user's purchase in association
with a unique identifier uniquely identifying said user in a consumer database.

14. The method of claim 13, further comprising the step of:

determining consumer conversion based at least in part on said purchase data stored in said consumer database.

15. The method of claim 13, further comprising the step of:

transmitting said manufacturer's sample offer from said main computer over said
5 computer network to said network address for said user's computer only if said user's profile data meets said user profile criteria and said purchase history data meets purchase history criteria associated with said manufacturer's sample offer for said sample of said product.

5 US 1187 16. A computer network system, comprising:
a main computer, said main computer configured:
to transmit a signal prompting a user to provide profile data including identification of the user from over a computer network to a network address for the user's computer;
to transmit a manufacturer's sample offer from said main computer over said
computer network to said network address for said user's computer if said user's profile data meets user profile criteria associated with a manufacturer's sample offer for a sample of a
product; and
to generate instructions for provide said sample of said product to said user in response to receipt of a signal transmitted over said computer network indicating said user accepts said manufacturer's sample offer.

17. The system of claim 16, further comprising;

20 means for determining if said user's profile data meets said user profile criteria associated with said manufacturer's sample offer for a sample of said product.

18. The system of claim 16, further comprising;

means for determining if said main computer receives said signal transmitted over said computer network indicating said user accepts said manufacturer's sample offer.

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19. The system of claim 16, further comprising:
means for determining if said user purchases said product.

20. The system of claim 16, further comprising:
a consumer database storing said profile data.

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21. The system of claim 16, further comprising:
means for transmitting a solicitation for feedback regarding said product from said
main computer over said computer network to said network address for said user's computer.

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22. The system of claim 1, further comprising;
means for transmitting a signal prompting said user to provide said user's postal
mailing address.

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23. The system of claim 16, further comprising:
means for transmitting a record containing the postal mailing address of said user
from said main computer to a network address for a third party.

24. The system of claim 16, further comprising:
means for mailing a coupon for a free one of said samples to a postal mailing address
of said user.

25. The system of claim 16, further comprising:
means for mailing said sample to a postal address for said user.

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26. The system of claim 16, further comprising:
means for transmitting an electronic discount or coupon to a point of sale terminal for
the full price of a sample in a current transaction, if said main computer had received said
signal indicating said user involved in said transaction had accepted said manufacturer's
sample.

27. The system of claim 16, further comprising:

means for sending email over the computer network to said user.

28. The system of claim 16, further comprising:

means for storing said profile data and purchase data regarding a user's purchase in association with a unique identifier uniquely identifying said user in a consumer database.

5 SUB All } 29. The method of claim 28, further comprising:

means for determining consumer conversion based at least in part on said purchase data stored in said consumer database.

30. The method of claim 28, further comprising:

means for transmitting said manufacturer's sample offer from said main computer over said computer network to said network address for said user's computer only if said user's profile data meets said user profile criteria and said purchase history data meets purchase history criteria associated with said manufacturer's sample offer for said sample of said product.

SUB B } 31. A computer program product storing computer instructions for performing a network implemented method, said program comprising means for performing the steps of:

transmitting a signal prompting a user to provide profile data including identification of the user from a main computer over a computer network to a network address for the user's computer;

20 transmitting a manufacturer's sample offer from said main computer over said computer network to said network address for said user's computer if said user's profile data meets user profile criteria associated with a manufacturer's sample offer for a sample of a product; and

generating instructions for providing said sample of said product to said user if said main computer receives a signal transmitted over said computer network indicating said user accepts said manufacturer's sample offer.

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